

# Connected Marketing Data

Create the right data set for accurate, timely, and actionable insights



In today's world, data and analytics give marketers more power than ever before, but bad, outdated or disconnected data leads to poor decisions.

Marketers overlook the importance of creating data structure and processes to connect disparate data in a meaningful way harming the effectiveness of marketing activities.

“77% of global B2B marketing decision makers revealed that lacking the ability to measure results is one of their top marketing concerns.”

- FORRESTER



## Challenges

**Scattered and incompatible data.** When the budget is saved in one place, projects in another, and campaign data in a third, it's nearly impossible to connect them and create actionable insights.

**Manual, time-consuming processes.** Marketers waste enormous time connecting and analyzing data from disparate systems. With different levels of granularity and data hierarchies, it's hard to roll everything back together to create accurate, consistent, and timely reports.

**Disconnected investment and results.** With execution data trapped in siloed systems, and investment data housed in archaic spreadsheets, marketers are unable to create a holistic view of their planned activities and intended results.

**No clear path to ROI.** Marketers spend too much time scrutinizing spreadsheets for performance data.

**Lack of trust.** When data is stored in disconnected systems and spreadsheets, accuracy is questionable.

“Allocadia helps us capture all the important dimensions upon what you want to calculate ROMI, and we connect the data that would capture Allocadia with various other marketing systems that we use to get very accurate return on marketing investment metrics.”

- DAVID SCHERMBECK, SENIOR BUSINESS ANALYST AT RED HAT



## The Solution

Allocadia helps marketers build connected data sets for accurate, timely, and actionable insights and link data from marketing execution systems to the budget and plan.

- Create a data structure where it all starts - the plan. Tag activities with appropriate metadata and details.
- Automatically create a unique Allocadia ID for every marketing activity in the plan and provide a continuous thread of information about it across other systems.
- Use metadata to define a common and consistent taxonomy and language across systems.
- Identify, visualize, and act on poor data quality by surfacing which activities are not tagged or are tagged incorrectly.
- Connect marketing spend to plans and budget to gain real-time insight.
- Connect investment data from Allocadia with marketing results data from CRM, Marketing Automation Platforms, advertising, social media, and other systems.

- Join accurate “I” data and “R” data during ROI measurement.
- Connect marketing activities, metadata and investment data from Allocadia with projects and tasks in project management systems and integrated campaigns in content marketing systems.
- Push Allocadia data to an external data warehouse or BI tool with connected data sets using the Allocadia ID.

“100% of our marketing dollars are connected,” “We now have a central place to connect marketing activities and spend to other parts of the lead flow mechanism”

- HARRIS THAMBY, SENIOR PROGRAM MANAGER,  
SALES & MARKETING IT, GLOBAL OPS AT MICROSOFT



## Key Benefits

**Set the stage for stronger decisions.** Provide actionable marketing insights and better measurements with connected, consistent, and clean data.

**Create a clear path to ROI.** Set your data up to measure multiple, accurate views of ROI and impact on the business.

**Gain visibility into all global marketing activities.** Get greater insight, from the budget and plan to execution, and see how it all comes together.

**Create consistency in data.** Ensure marketers speak the same language by aligning metadata and defining the data structure. Don't rely on marketers to obey naming conventions and data formats in each of their systems of use.

“The number one benefit is that we're able to aggregate and look at what is happening around the world” “Not just what's happening in general but what's happening at the same grain”

- HARRIS THAMBY, SENIOR PROGRAM MANAGER,  
SALES & MARKETING IT, GLOBAL OPS AT MICROSOFT